

## Puffle Wild

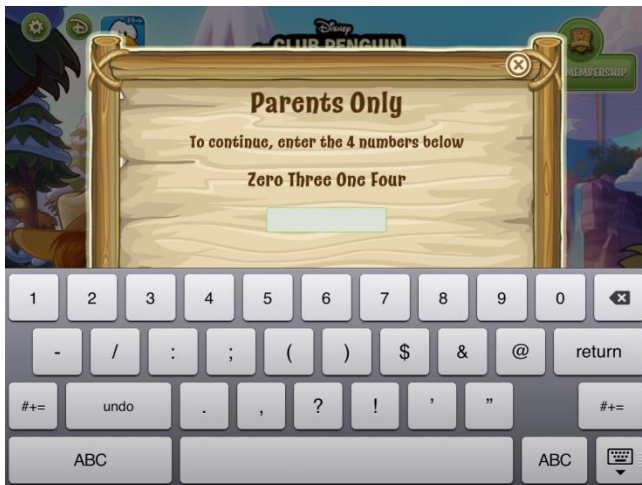
### Purchase and Consent Flow – Free Player Experience

#### 1. Home Screen – CP Mobile



- Tapping My Penguin icon brings up Parent Gate

#### Parent Gate

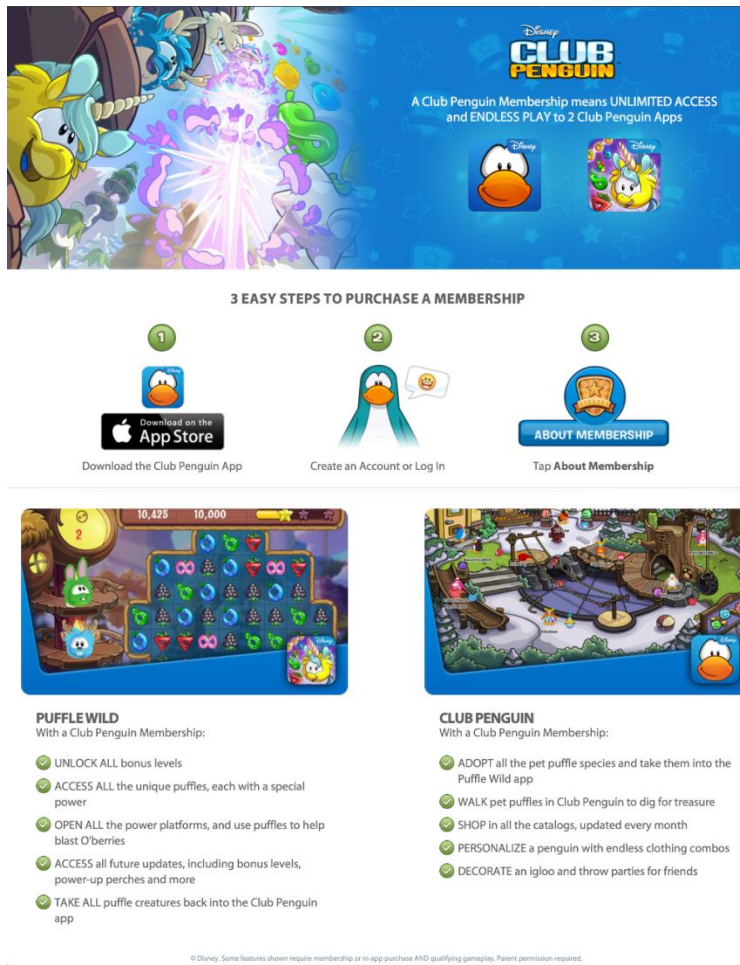


- If CP Mobile app installed, go from Parent Gate directly to CP Mobile Login/Create



- If CP Mobile app NOT on device, go from Parent Gate to About Membership web view for CP

## About Membership



**Disney CLUB PENGUIN**

A Club Penguin Membership means UNLIMITED ACCESS and ENDLESS PLAY to 2 Club Penguin Apps

**3 EASY STEPS TO PURCHASE A MEMBERSHIP**

1. Download the Club Penguin App
2. Create an Account or Log In
3. Tap About Membership

**PUFFLEWILD**  
With a Club Penguin Membership:

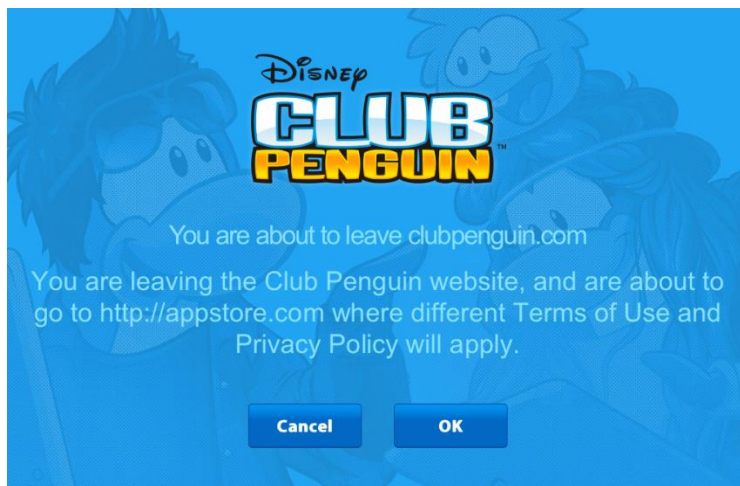
- ✓ UNLOCK ALL bonus levels
- ✓ ACCESS ALL the unique puffles, each with a special power
- ✓ OPEN ALL the power platforms, and use puffles to help blast O'berries
- ✓ ACCESS all future updates, including bonus levels, power-up perches and more
- ✓ TAKE ALL puffle creatures back into the Club Penguin app

**CLUB PENGUIN**  
With a Club Penguin Membership:

- ✓ ADOPT all the pet puffle species and take them into the Puffle Wild app
- ✓ WALK pet puffles in Club Penguin to dig for treasure
- ✓ SHOP in all the catalogs, updated every month
- ✓ PERSONALIZE a penguin with endless clothing combos
- ✓ DECORATE an igloo and throw parties for friends

© Disney. Some features shown require membership or in-app purchase AND qualifying gameplay. Parent permission required.

- From About Membership, if tap Membership badge, then go to App Store to install CP Mobile app

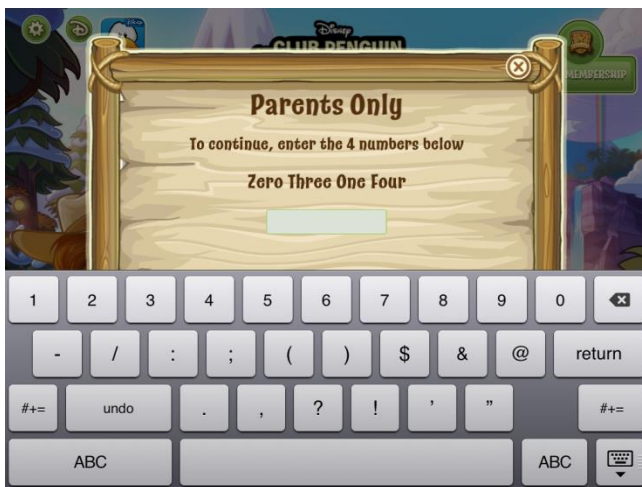


## 2. Home Screen – About Membership

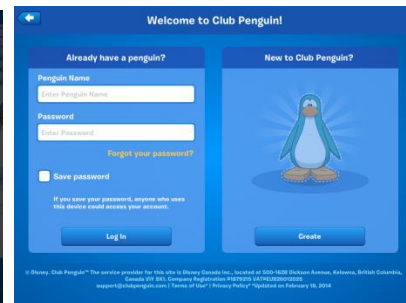


- Tapping About Membership button brings up Parent Gate

### Parent Gate



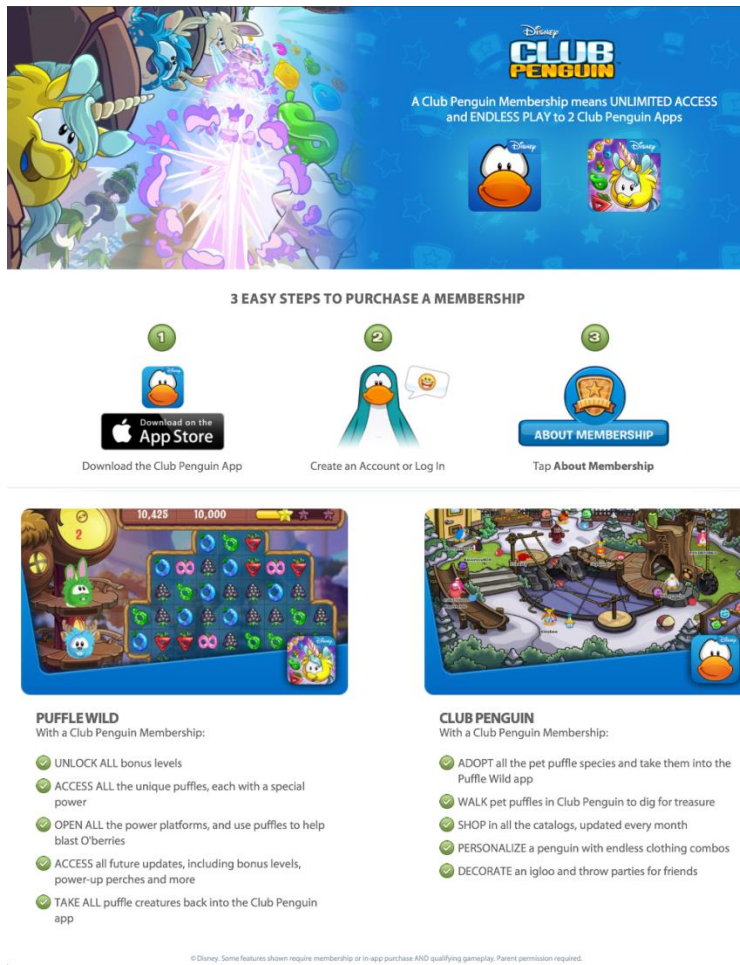
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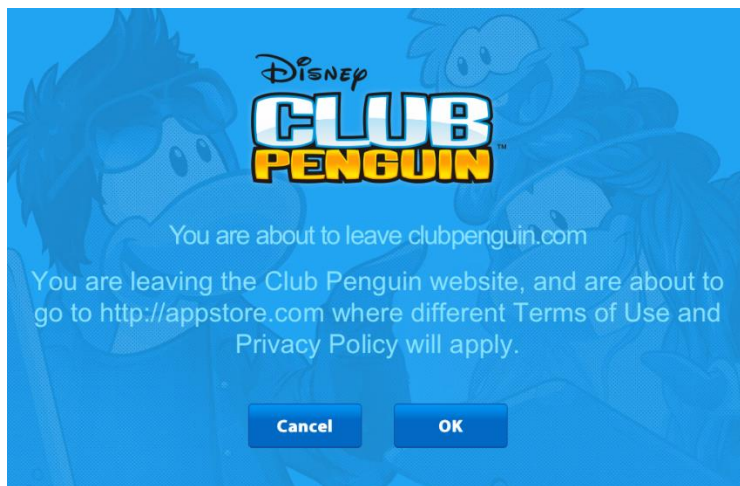
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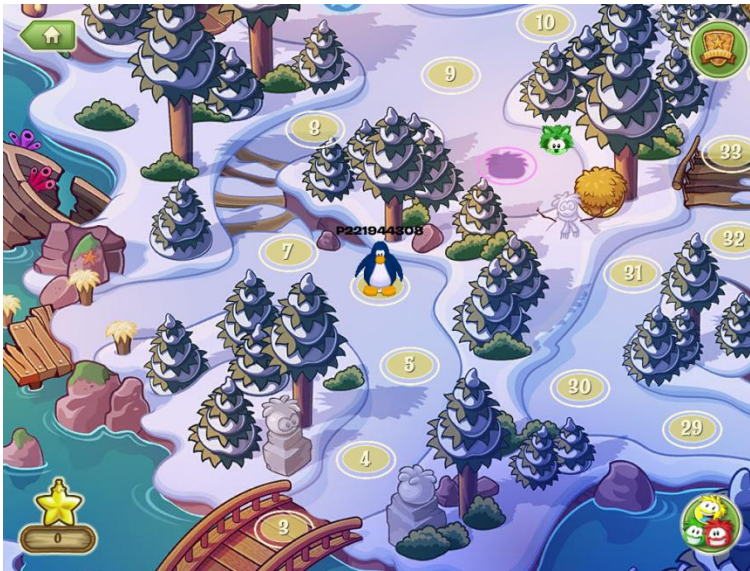
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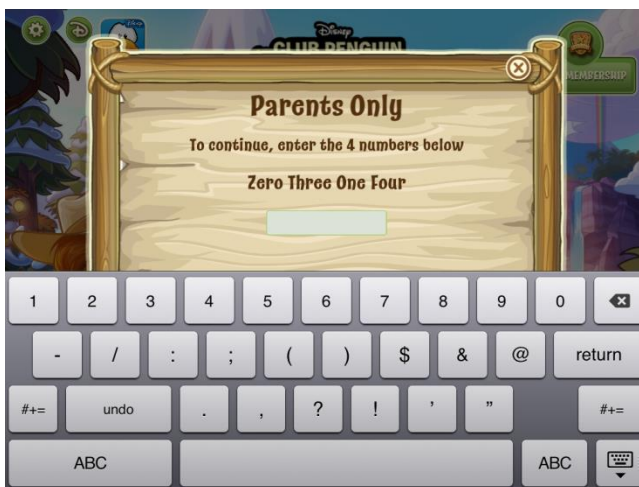


### 3. Map – Membership

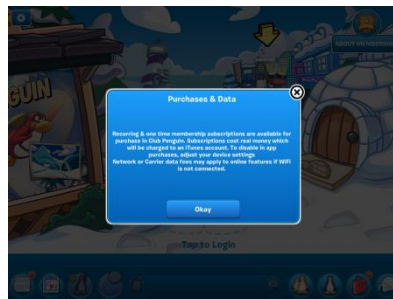


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#### Parent Gate

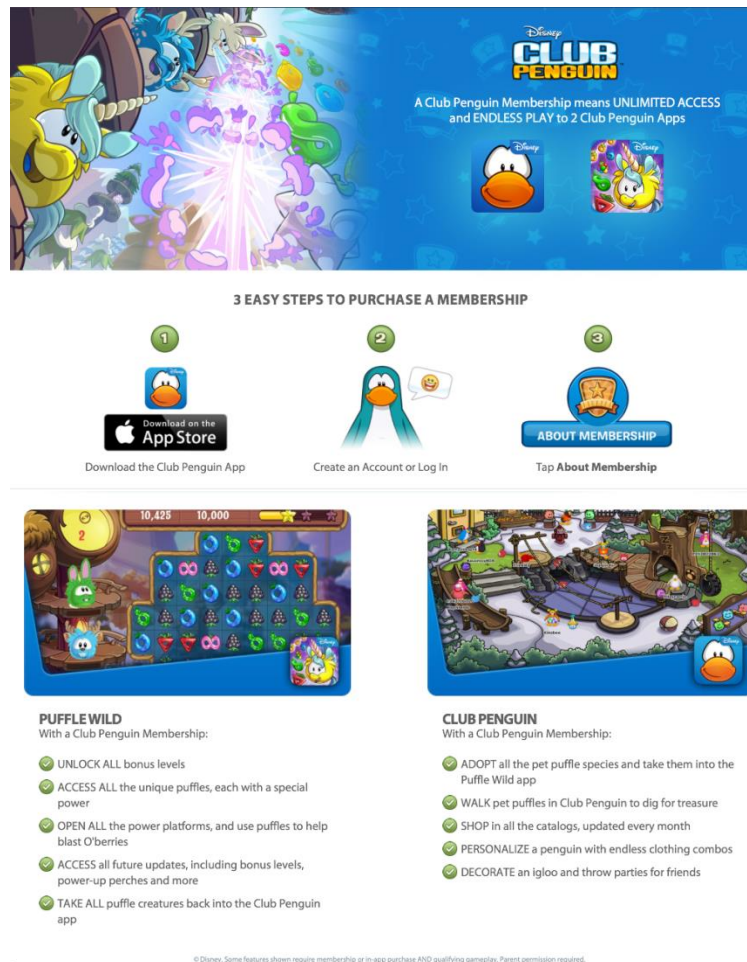


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## About Membership




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Download on the App Store
2. Create an Account or Log In
3. Tap ABOUT MEMBERSHIP



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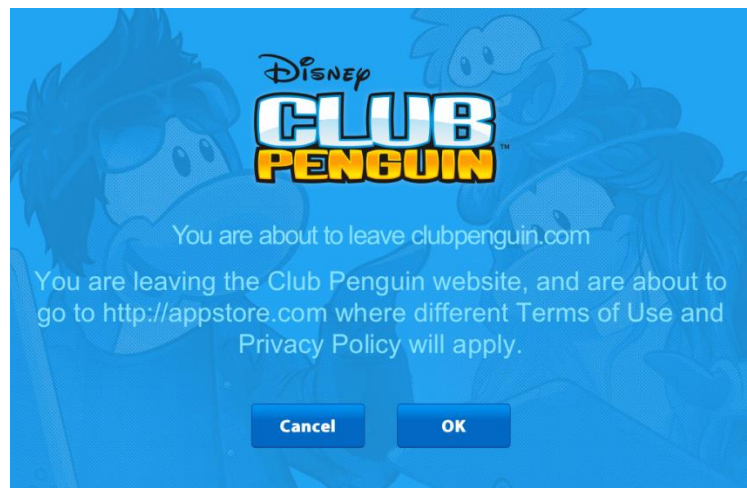


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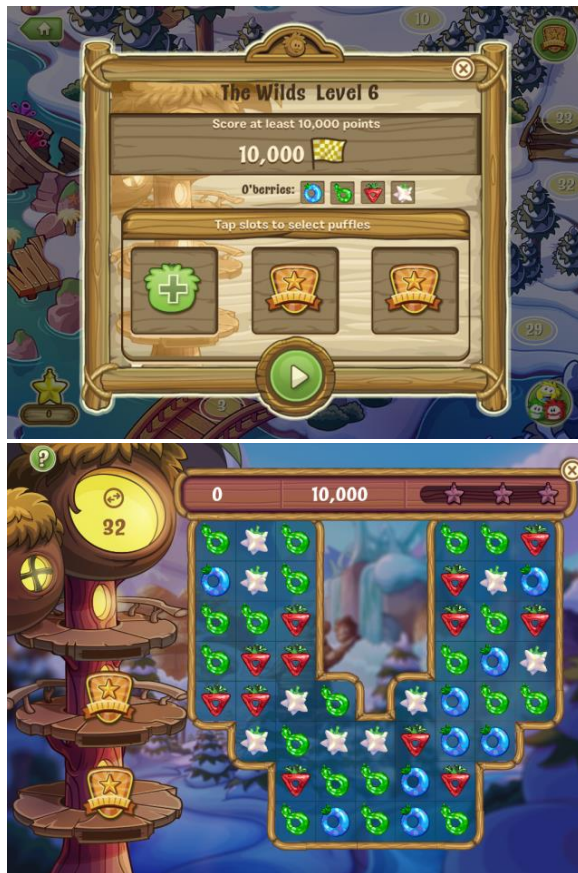
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#### 4. IAP for Platform – Level Start & Game Board

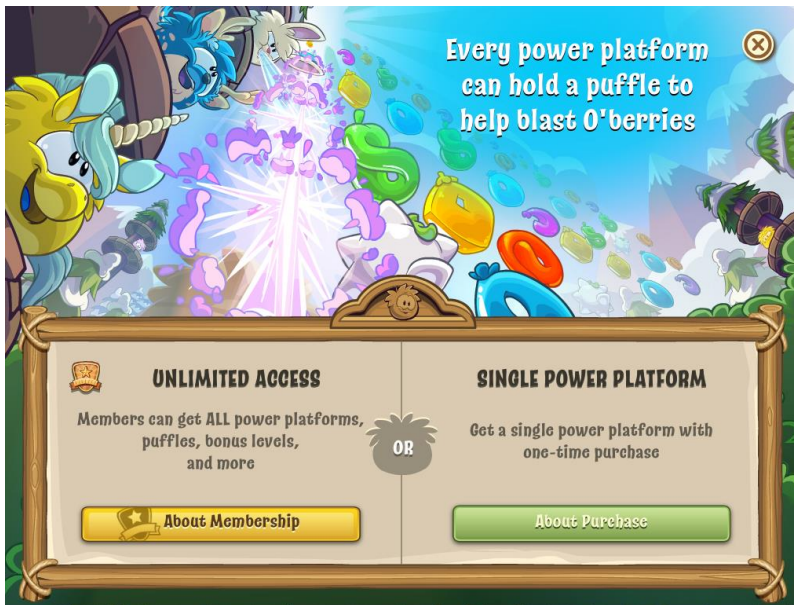


- Tapping Membership badge on a locked puffle Platform brings up Platform Upsell

Login to PW (if not already logged in)

The image shows the login and create account screen for Club Penguin. It has a wooden frame with the title 'Login to Find and Play with Puffles!'. There are two main sections: 'Already have a penguin?' and 'New to Club Penguin?'. The 'Already have a penguin?' section has fields for 'Penguin Name' and 'Password', a 'Forgot your password?' link, a 'Save password' checkbox, and a 'Login' button. The 'New to Club Penguin?' section has a penguin icon and a 'Create' button. At the bottom, there is a small copyright notice: '© Disney, Club Penguin™ The service provider for this site is Disney Canada Inc., located at 500-1628 Dickson Avenue, Kelowna, British Columbia, Canada V1Y 9X1. Company Registration #1879215 VAT#EU826012025 support@clubpenguin.com'.

## Platform Upsell – Choose to Purchase Membership



- Tapping About Membership button brings up Parent Gate

## Parent Gate



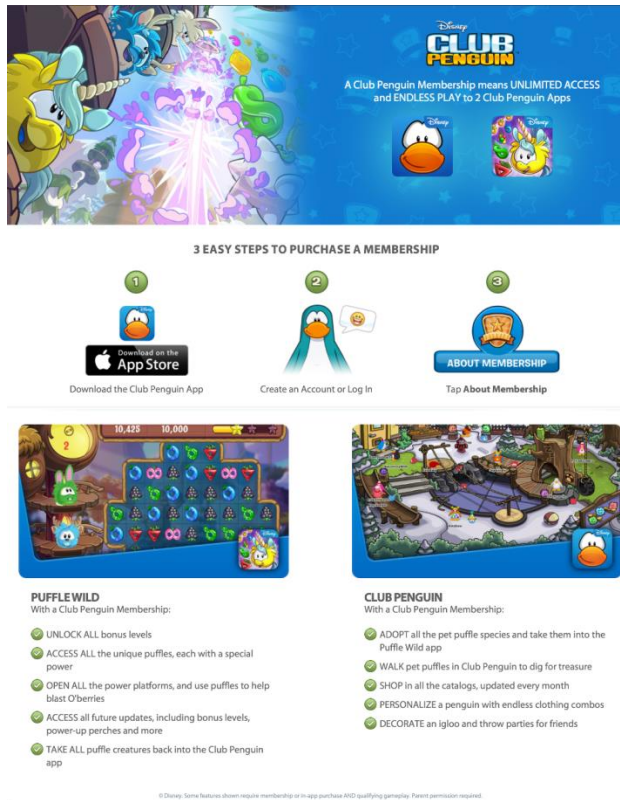
- If CP Mobile app installed, go from Parent Gate directly to CP Mobile Login/Create



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## About Membership



The image shows the 'About Membership' page for Disney Club Penguin. At the top, there's a banner with the Club Penguin logo and the text: 'A Club Penguin Membership means UNLIMITED ACCESS and ENDLESS PLAY to 2 Club Penguin Apps'. Below this, there are three numbered steps to purchase a membership:

- 1** Download on the App Store (with a 'Download the Club Penguin App' button)
- 2** Create an Account or Log In (with a penguin icon and a login button)
- 3** Tap About Membership (with an 'ABOUT MEMBERSHIP' button)

Below the steps, there are two sections describing the benefits of a Club Penguin Membership:

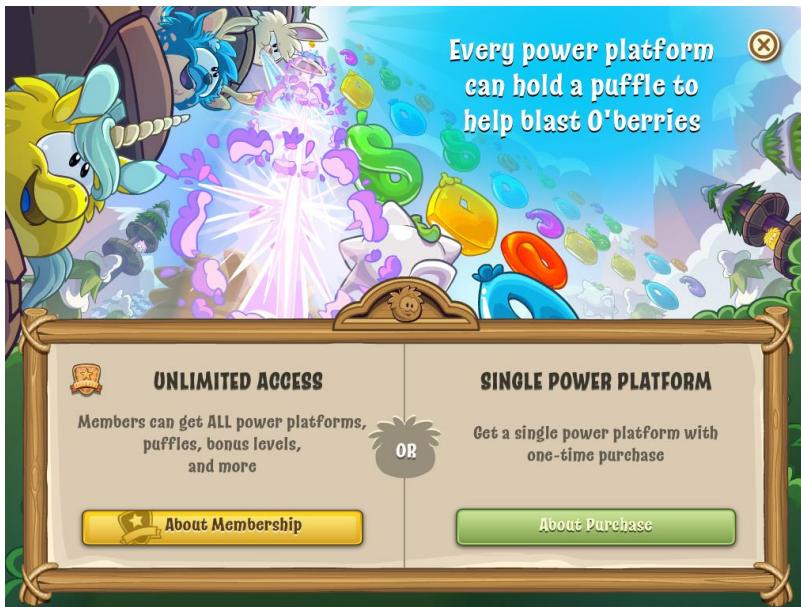
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At the bottom, there is a small copyright notice: '© Disney. Some features do not require membership or in-app purchase AND qualifying gameplay. Parent permission required.'

- From About Membership, if tap Membership badge, then go to App Store to install CP Mobile app

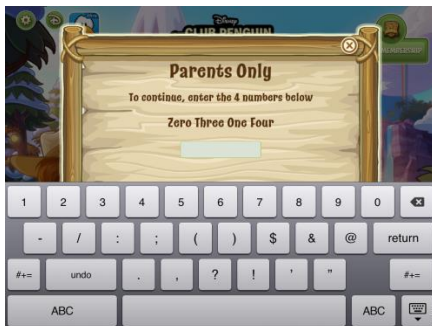


## Platform Upsell – Choose One-Time Purchase (Platform)



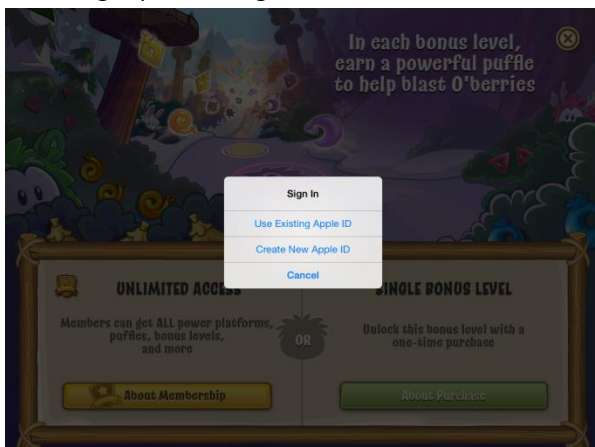
- Tapping About Purchase button brings up Parent Gate

## Parent Gate



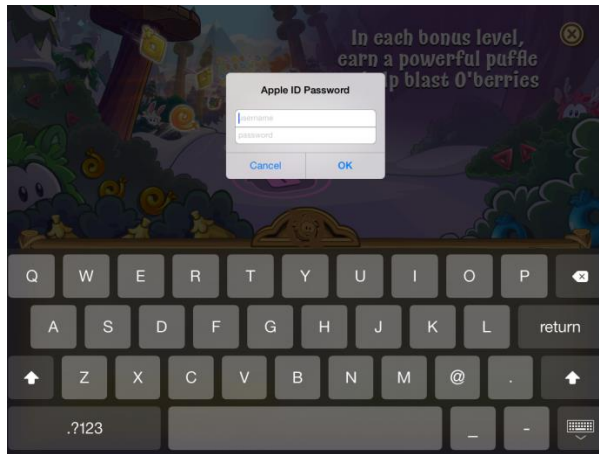
## Sign into iTunes

- Brings up iTunes Sign In

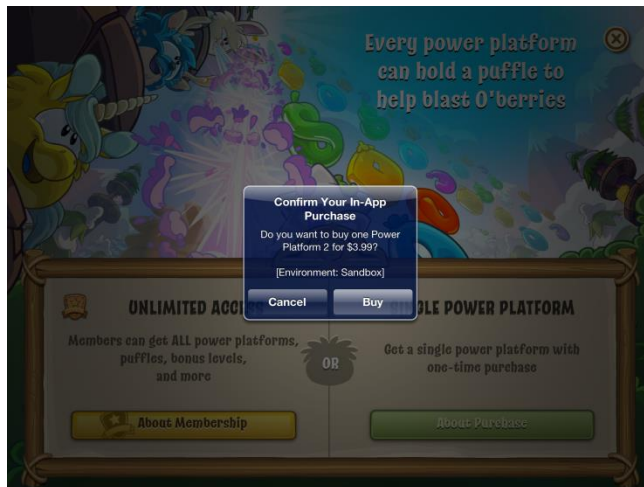


## iTunes Login

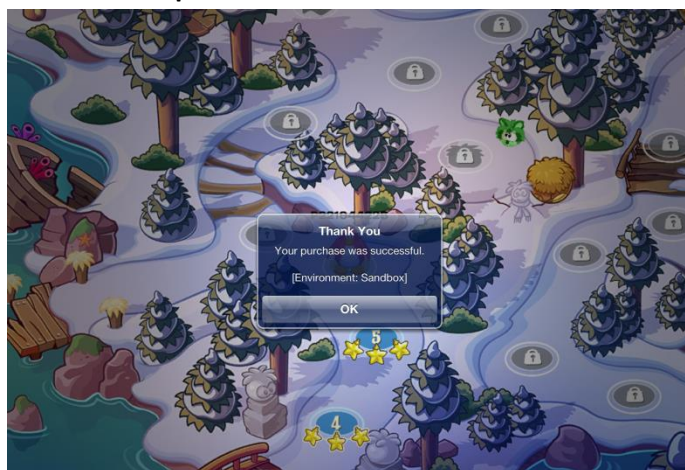
- Log in with Apple ID



## Apple IAP system flow – Confirm purchase

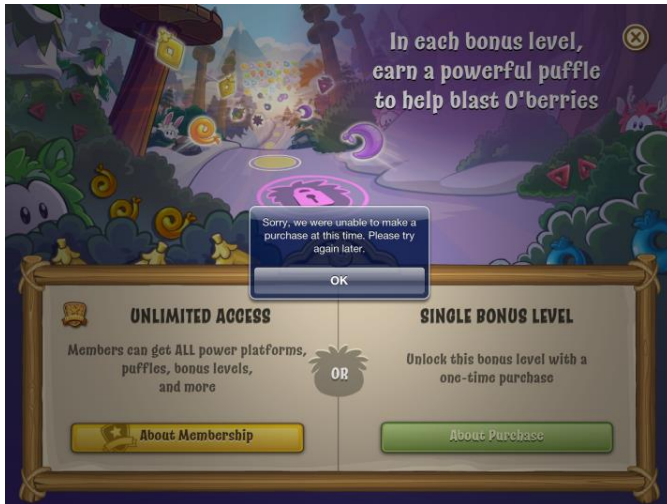


## Successful iTunes purchase

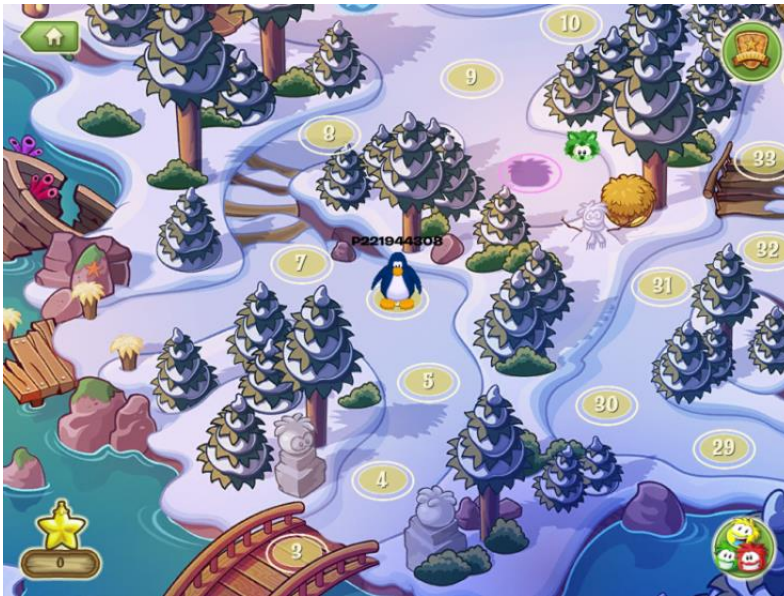




## Canceled iTunes purchase



## 5. IAP for Bonus Level – Map



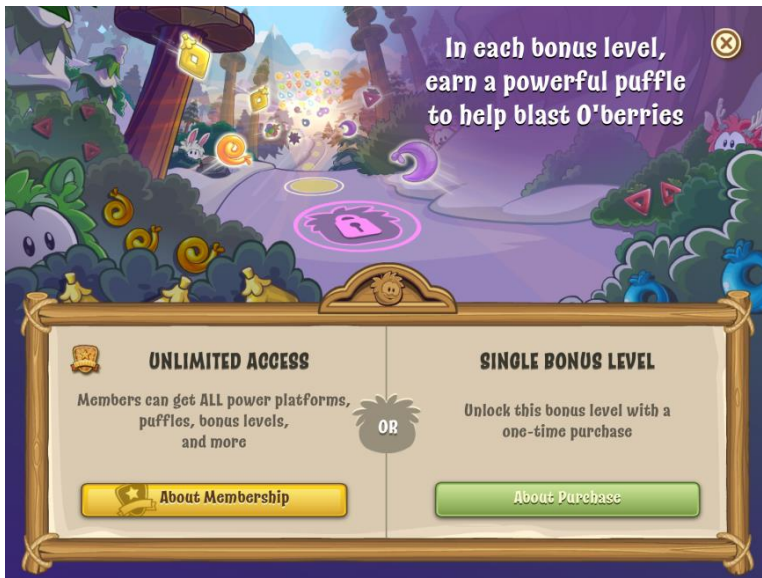
- Player opens Bonus Level by successfully completing the previous regular level
- Tapping open Bonus Level node on Map brings up Login (if not logged in)

### Login to PW (if not already logged in)

A screenshot of the Club Penguin login screen. The screen is titled "Login to Find and Play with Puffles!". It features two main sections: "Already have a penguin?" and "New to Club Penguin?". The "Already have a penguin?" section includes fields for "Penguin Name" and "Password", a "Forgot your password?" link, a "Save password" checkbox, and a "Login" button. The "New to Club Penguin?" section features a penguin character and a "Create" button. At the bottom, there is a copyright notice for Disney Club Penguin.

- Upon login go to Upsell Screen for the Bonus Level Unlock

## Bonus Level Unlock Upsell – Choose One-Time Purchase (Bonus Level Unlock)



- Tapping About Membership button brings up Parent Gate

## Parent Gate



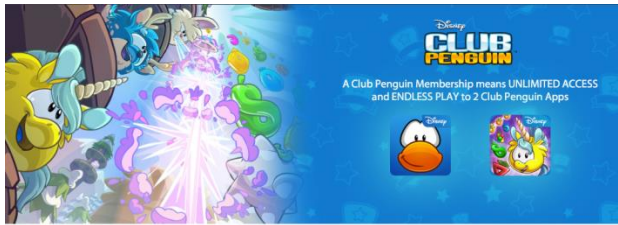
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1 2 3

Download on the App Store

Download the Club Penguin App

Create an Account or Log In

ABOUT MEMBERSHIP

Tap About Membership

**PUFFLE WILD**

With a Club Penguin Membership:

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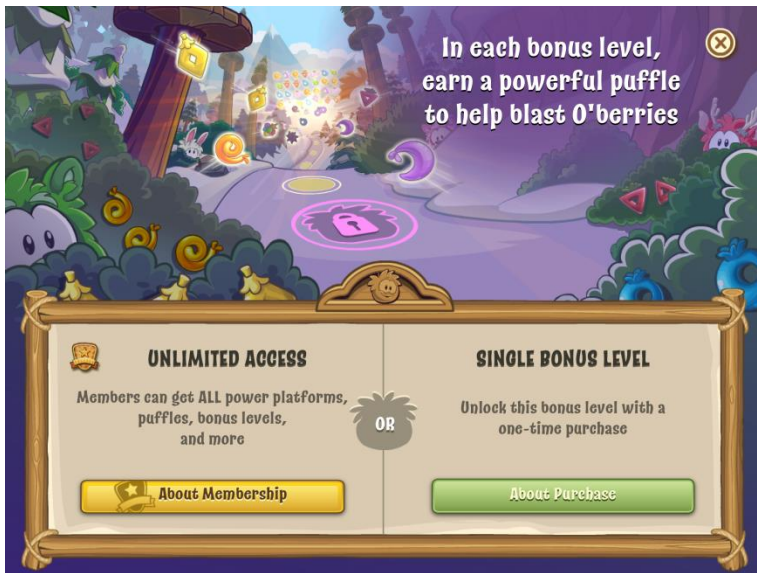
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## Bonus Level Unlock Upsell – Choose One-Time Purchase (Bonus Level Unlock)



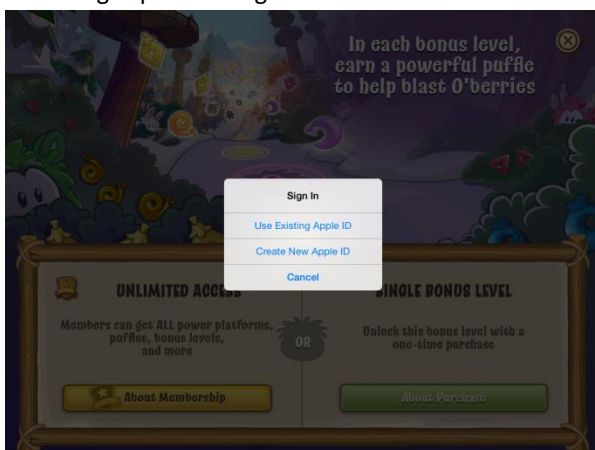
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## Parent Gate



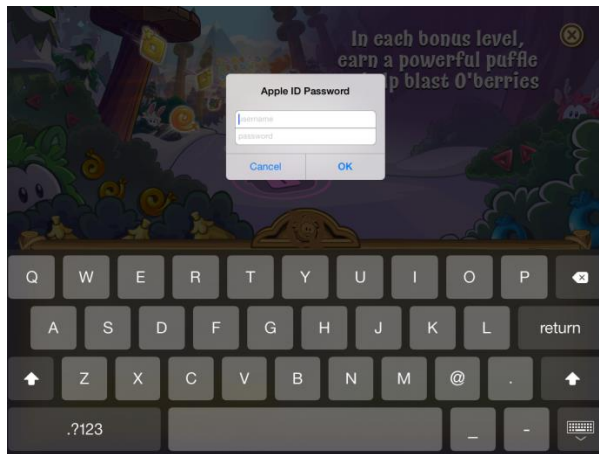
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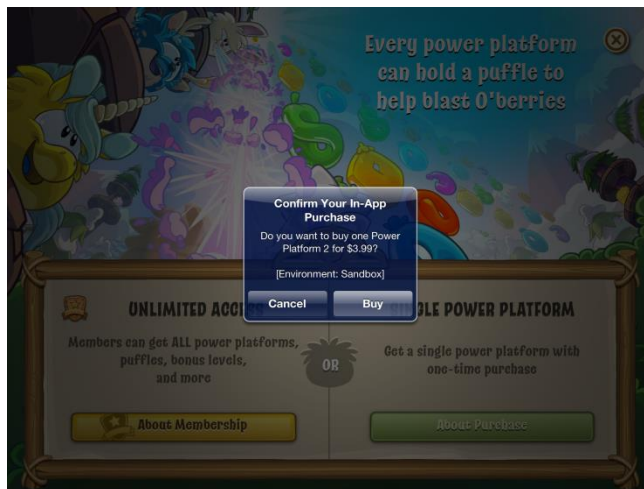


## iTunes Login

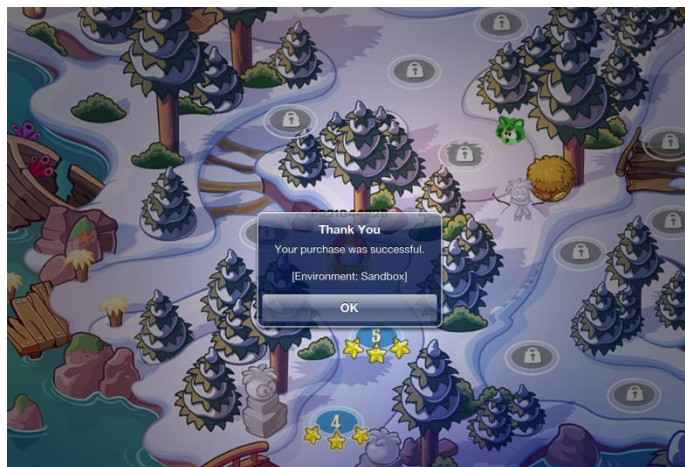
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## Apple IAP system flow – Confirm purchase



## Successful iTunes purchase





## Canceled iTunes purchase

